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COKER'S SEED CATALOG



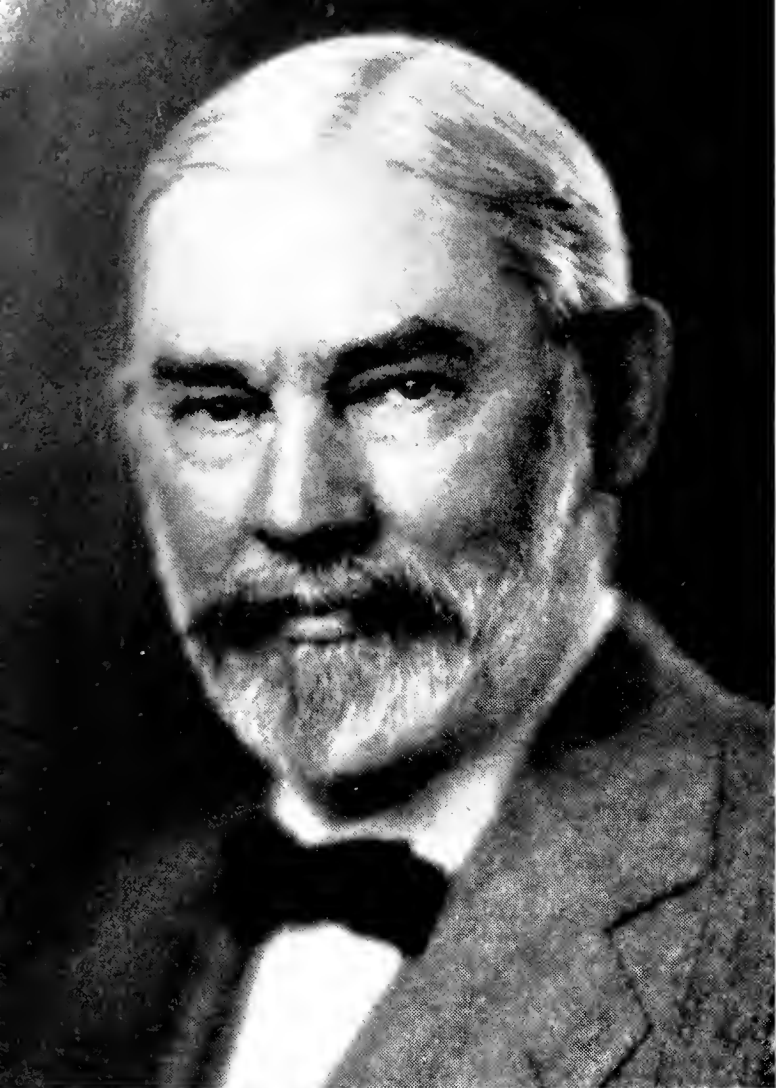
SPRING

• 1936 •

COKER'S PEDIGREED SEED CO

DAVID R. COKER, President

HARTSVILLE, SOUTH CAROLINA



WHAT OUR WORK CAN MEAN TO YOU

By DAVID R. COKER



Producing a crop is like forging a chain. Each factor in crop production must be 100% efficient if you are to secure a crop of maximum yield and money value. No chain is stronger than its weakest link.

Let 100 represent perfection in each item or factor in crop production and the strength of each perfectly forged link in your chain. If any one essential factor in crop production is only 50% efficient—if any link in the chain is imperfectly forged so as to be only half as strong as the rest, your crop cannot exceed 50%, your chain will break when the tension reaches 50% of the strain which all but one link will stand.

When a man buys seed with which to grow any crop it is like forging the first link of a chain. It is also like starting on a journey. If he secures seed capable of producing the highest yield and money value per acre, he is starting in the right direction toward a crop which will make him a maximum profit. If you want to go from Raleigh to Columbia you must travel south not north. If you start your crop with a mixed variety or with a variety which will make poor quality or a low yield, you can never reach your goal of a crop of maximum money value, even if you and nature supply every other factor for crop production of 100% efficiency.

Just so you will never reach Columbia from Raleigh if you go north, even though you have a perfect automobile, perfect weather, a good road and a full gas tank. You must start right in making a crop or a journey.

It is penny wise and pound foolish to plan to spend \$100 per acre for rent of good land, for fertilizer, for cultivation, curing, grading and marketing an acre of tobacco and then buy tobacco seed which you know little or nothing about. Seed of the finest tested

variety grown in isolated fields from pedigreed, self-fertilized plants descended from generation to generation from the highest quality parent plants, can be had at a cost not exceeding 20 cents per crop acre. You can save but 20 cents per acre on tobacco seed and this saving may cost you \$50 or much more in the out-turn of your crop.

This same situation in different degrees exists with cotton, with grain and with all other field crops. Can you, therefore, afford to take any chances with your seed supply? Can you afford not to personally know your seedsman? Is he a seed breeder of long and honorable reputation? Has he bred and distributed varieties which have raised the quality and profitableness of cotton, grains, tobacco and other crops? Does he invite you to visit him and see his work?

We have bred a long list of southern crop plants which have added millions of dollars to the returns of the farmers of the cotton belt. We have added immeasurably to the value of the cotton, grain and tobacco crops of the eastern south by the practical, scientific plant breeding which we have steadily carried on for one-third of a century.

We are **not** ordinary seedsmen but are a source of supply of better varieties which will produce greater profits. Our work is continuous, and just ahead we have new strains of crop plants which we believe will add much more to the profits and satisfaction of southern agriculture.

We invite you to visit us so that you may see what we are doing for your profit and prosperity. We have **no** secrets. We will show you anything we have. We will answer any question if we know the answer, and, more important to you, we will **not** try to answer if we don't know. Only the fool pretends to know it all.



ABOVE—This party of a hundred Lee and Sumter County (South Carolina) farmers were here last September.

RIGHT—Head Plant Breeder, Wilds, explains to Dr. Wade Stackhouse, Dillon, H. H. Herlong and Uncle Bob Smith, Johnston, S. C., how new and improved varieties of oats are bred.

COME AND SEE FOR YOURSELF

Last season some 3,000 southern farmers traveled a total distance of one-half million miles in visiting the Coker Farms. The average length of the trip was around 100 miles and return. None complained at the expenditure of time and money devoted to these trips.

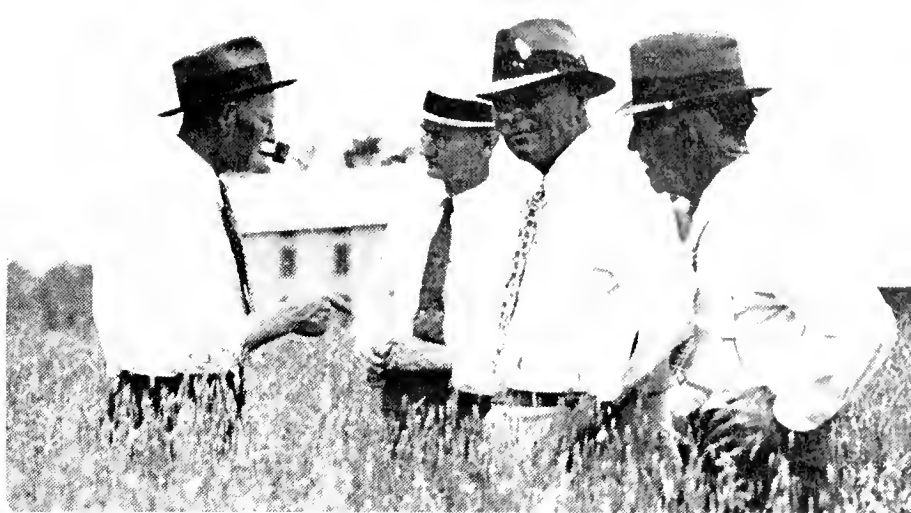
Why do several thousand farmers and many scientists travel long distances to come here each season? Well, one of our men asked a North Carolina farmer-visitor that question last summer. He said: "I have visited Mr. Coker's farms at least once a year for many years and I have never been there yet but what I learned something that helped me make more money from my farm."

That answer explains most of our visitors. It is our business and pleasure to help you make more money farming by not only offering the finest seed that scientific care and conscientious work can produce but also by telling and showing you what we have learned about better farming practices—fertilizing, boll weevil control, cultivation, cover crops, dairying, etc.

We hope you will plan to visit us this year. You will receive a cordial welcome. May for grain breeding, July and August for cotton.

TOP—This handsome group is from Cleveland County, North Carolina. A slice of watermelon goes well after a trip through the cotton breeding fields.

BOTTOM—Section grain breeding plots and visitors.



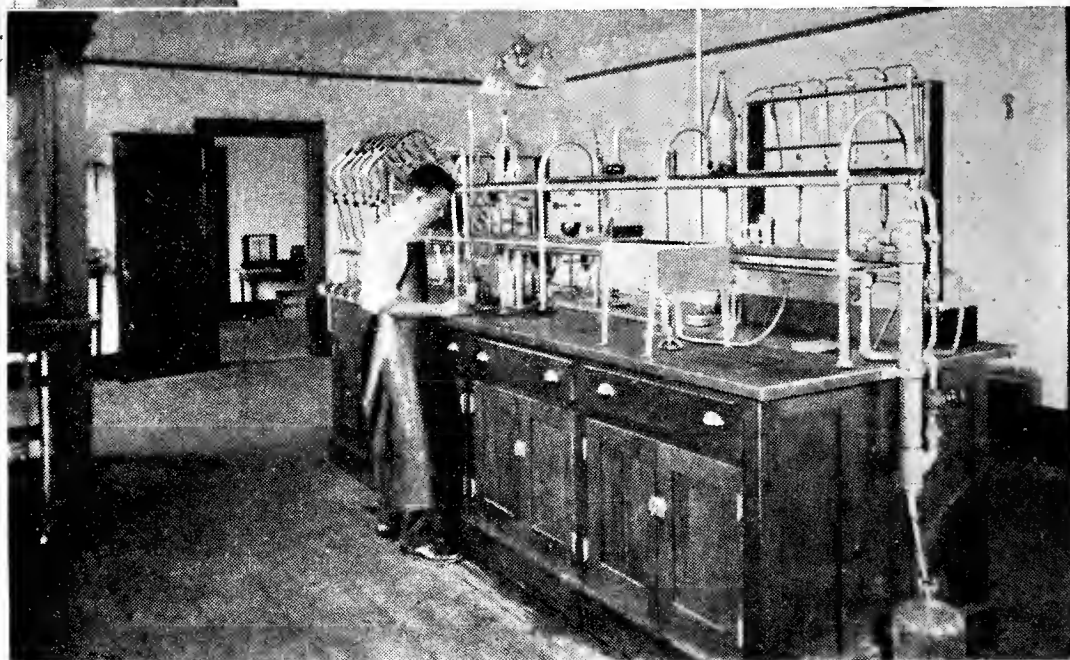
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FARM RELIEF FOR THE OIL MILLER



LEFT—A Triumph in Breeding. Geo. Wilds proudly displays Extra Oil and Meal produced per ton from Farm Relief 3 Seed.

BELOW—Noted Chemists work hand in hand with our plant Breeders to put extra dollars in your pocket.



The cotton crop in North Carolina, South Carolina, Georgia for 1935 will amount to slightly less than two and a half million bales.

This crop will yield the farmers of these three states one and a quarter million tons of seed. The value of these seed at oil milling prices prevailing this fall is around forty-two and a half million dollars.

The average ton of cotton seed will yield 315 pounds of crude oil and one thousand and five pounds of 7% meal. On the present market (January 1st) oil is worth 9 1/4 cents per pound and meal, \$23.00 per ton. The combined value of oil and meal per ton of average seed is therefore \$40.69.

Would it benefit farmers and oil mills of these three states if the oil milling value of the average seed were increased by 10%? It certainly would by about four millions of dollars.

\$6.22 PER TON INCREASE

What we are going to tell you next is backed by scientific chemical analyses made recently on sample of our Farm Relief Strain 3 cotton seed grown in Piedmont North Carolina. It showed a yield of 366 pounds of oil per ton and 1,134 pounds of meal. The value of a ton of these seed for milling purposes would be \$46.90—a difference of \$6.22 value over a ton of average seed. This is considerably more than 10% increase.

The average test of the seed coming from the same section as the high test sample mentioned above to date this fall is 322 pounds of oil and 1,026 pounds of meal. These figures were secured from a reliable oil mill in the

Piedmont section. This shows a difference of 44 pounds oil and 108 pounds of meal extra yield of the Farm Relief Strain 3 sample. This difference is more than 10%.

For the past three years careful scientific analyses have been made of our Farm Relief Strain 3 cotton, as well as many of our other varieties. Comparing these with the average three year test on all seed grown in this section, Farm Relief Strain 3 has a difference in value of \$4.77 per ton. Four and two-thirds gallons of oil and 134 pounds of meal, a difference worth having.

SEED BREEDING DIVIDENDS

The oil and meal value of the different strains of the same variety of cotton vary greatly as do the lint percentage, thinness of foliage and staple length, etc. It is an interesting fact that Farm Relief Strain 3 and 4 averaged much higher in oil and in meal than the previous Strains of Farm Relief. In our breeding work we consider first, the dollars per acre value of the lint and if it is possible for us to combine with that, seed of very high milling value we do so, for, it is our desire to furnish our customers with the kind of seed that will put most dollars in their pockets.

FARM RELIEF FOR THE FARMER

Farm Relief Strain 3—A Truly Remarkable Cotton

Strain 3 Farm Relief is a remarkable cotton, averaging about 2% higher turnout than Farm Relief 1 and 2. The foliage is very thin, exposing its big, round bolls—which run about 60 to the pound. Staple, full $1\frac{1}{16}$ " (under good conditions). One of the quickest fruiting cottons we have ever produced—a real weevil beater.

Here is the way it compares with Strains 1 and 2—an average of three tests:

FARM RELIEF #1	38.19 Lint %	781.25 lbs. Lint
FARM RELIEF #2	38.44 Lint %	839.81 lbs. Lint
FARM RELIEF #3	41.25 Lint %	916.49 lbs. Lint

Here is what our customers say about it:

John Tom Drake, Route #5, Anderson, S. C.—“Planted four acres Farm Relief Strain 3—my yield was five heavy bales (2,709 pounds of lint) that pulled $1\frac{1}{16}$ " and the turnout was slightly better than $42\frac{3}{4}$ % lint—I am pleased and delighted.”

Toy B. Webb, Route #4, Shelby, N. C.—“My Strain 3 (Farm Relief) yielded an average of 810 pounds lint to the acre on 15 acres—full $1\frac{1}{16}$ " staple.”

Our stock of Farm Relief seed is limited. All of the seed germinate 75% or better. They have been germinated six times to assure an accurate test. We are giving a 75 cents per bag discount on 75% seed to take care of germination deficiency.

PRICE: \$10.00 per 100 pound bag or \$190.00 per ton for 80% germination or above. 75 cents per bag less if 75% seed are shipped.

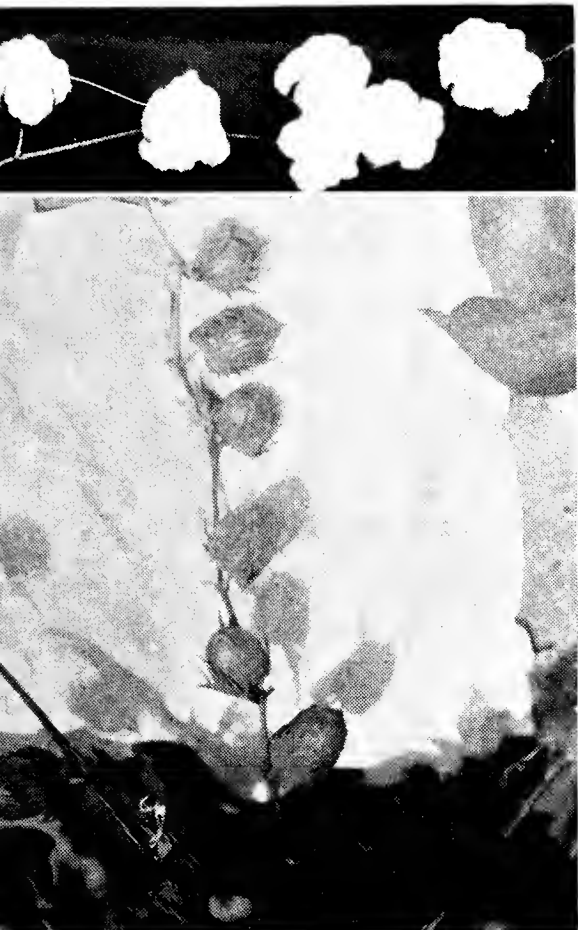
SEE page 14 for Farm Relief Strain 4.

●

TOP—Fruiting Branches of Farm Relief 3 cotton.

LEFT—Aunt Mary can pick over 300 lbs. Farm Relief 3 a day.

BELOW—She should pick 400 lbs. or better in this two bale per acre field Farm Relief 3.



COKER-CLEVEWILT STRAIN 5

A Cleveland Cotton for Wilt Lands—More Resistant, Better Staple, Bigger Yields

Here is what our customers say about Coker-Clelewilt Strain 4:

J. C. Covington, Jr., Clio, S. C.—“12 acres planted in your Clelewilt Strain 4 seed, yield 17 bales . . . staple average $1\frac{1}{32}$ " . . . it is the best all around cotton we ever planted.”

Otis Jones, Newnan, Georgia—“Planted 27 acres Clelewilt Strain 4 on worst infested land possible, was unable to detect a single infested stalk. Yield good, staple $1\frac{1}{16}$ ”.



Well, we must admit Clelewilt Strain 4 is an excellent cotton but our business is to make good cottons better. Clelewilt newest Strain 5 has made more dollars per acre than any wilt cotton we have yet offered. Staple $1\frac{1}{16}$ " to $1\frac{1}{8}$ ", lint turnout, 37% to 39%. Easiest to pick of any Clelewilt strain and its resistance to wilt is remarkable.

STEADY IMPROVEMENT

1933 VARIETY TEST

Coker-Clelewilt #3—579.28 lbs. lint per acre

Coker-Clelewilt #4—590.68 lbs. lint per acre

Coker-Clelewilt #5—628.72 lbs. lint per acre

Price: \$10.00 per 100 lb. bag or \$190.00 per ton for 80% germination and above. \$7.50 per bag or \$140.00 per ton for seed germinating 60 to 65%.

We are treating this lot of 60% to 65% seed with ceresan, 3 oz. per bushel.

COKER-CLEVEWILT STRAIN 4 (Sold Out)

LEFT—Neville Bennett, Chairman S. C. Ways and Means Committee, likes Coker Clelewilt Cotton.

BELOW—Our Clelewilt No. 5, has best resistance of any cotton we have ever bred.



Non-Wilt
Resisting

COKER'S
CLEVEWILT

Non-Wilt
Resisting

COKER-CLEVELAND 5 STRAIN 7

The biggest yielding, longest, highest turnout Cleveland cotton we have been able to produce in 19 years of breeding Cleveland cotton.

Coker-Cleveland 5 (usually called Coker 5) has won more cotton growing contests than any other variety that we know any thing about. It has won every first prize (and a majority of the other prizes) in every South Carolina Five Acre Cotton contest. Coker-Cleveland 5 is dependable, makes a good $1\frac{1}{16}$ " staple and from 37% to 40% lint under fair conditions. Its plant is of spreading type and is hardy and vigorous. Fruiting branches are evenly distributed and well spaced. It makes cotton from the ground up.

Coker-Cleveland 5 Strain 7 is especially recommended to growers whose cotton lands are of only average fertility or which produces a weed of medium size.

We consider this cotton superior to our Coker-Cleveland 884 in dollars per acre.

TOP—L. R. Rollins, winner 1st Prize in 1934, S. C. Five Acre contest, with a new strain of "Coker 5." CENTER—Coker 5 strain 7, is the heaviest producer yet.



DESCRIPTION

STAPLE— $1\frac{1}{16}$ in. to $1\frac{3}{32}$ in. under good conditions.

LINT PER CENT—37% to 40%.

PRODUCTION—The best of the "Coker No. 5's."

PICKING QUALITY—One of the best.

STALK—Medium, fairly open.

STORM RESISTANCE—Good.

SEASON—Medium early.

BOLLS—64 to 66 to pound.

Price: \$10.00 per 100 lb. bag, 190.00 per ton.

NOTE: Coker-Cleveland 5 Strain 7 seed are of standard (80% or better) germination.

What a "Coker 5" grower says:

E. N. Caldwell, Route #2, Clover, S. C.—"I bought three bushels Coker 5 Strain 6 of you last spring. Will say I believe it is the best cotton I ever grew. Three acres in this cotton ginned 2,420 lbs. of lint. Other cotton grown beside it only made one-half as much. I have planted No. 5 for ten or twelve years but I believe Strain 6 is the best yet."



COKER-WILDS STRAIN 7

We Began Breeding Extra Long Staple Cotton in 1907—Coker-Wilds Strain 7 is the Best We Have Yet Produced.

In pedigree it goes back to our (semi-dwarf stalk) Wilds Strain 4. It is a beautiful, quick fruiting, long staple cotton.

It led our long staple test in 1933 in total value per acre. In 1934 it led our main variety test in value per acre. Its field records correspond with its test records. In 1934 it produced over a 500-pound bale per acre. This season (1935) a five-acre plot of Wilds Strain 7 yielded 6¼ bales and sold for an average of around \$90.00 per bale.

Wilds Strain 7 yields as well as most short staple varieties and the bolls fluff beautifully. Our cotton pickers prefer Wilds Strain 7 to all other varieties. Yet with all these added advantages we have lost nothing in staple length—Wilds Strain 7 is as long as the best Wilds Strains.

DESCRIPTION

PLANT—Vigorous, strong grower, 2 to 4 vegetative branches, well spaced fruiting branches.

FOLIAGE—Medium.

SEASON—Medium early.

BOLL—58 to 60 to pound.

LINT LENGTH—1¼" to 1⅜" under good conditions.

LINT PER CENT—33% to 35%.

CHARACTER—Strong, silky, uniform.

PRODUCTION—Best of all Wilds Strains.

Price: \$10.00 per 100 lb. bag or \$190.00 per ton for 80% germination or above. 75 cents per bag less if 75% seed are shipped.

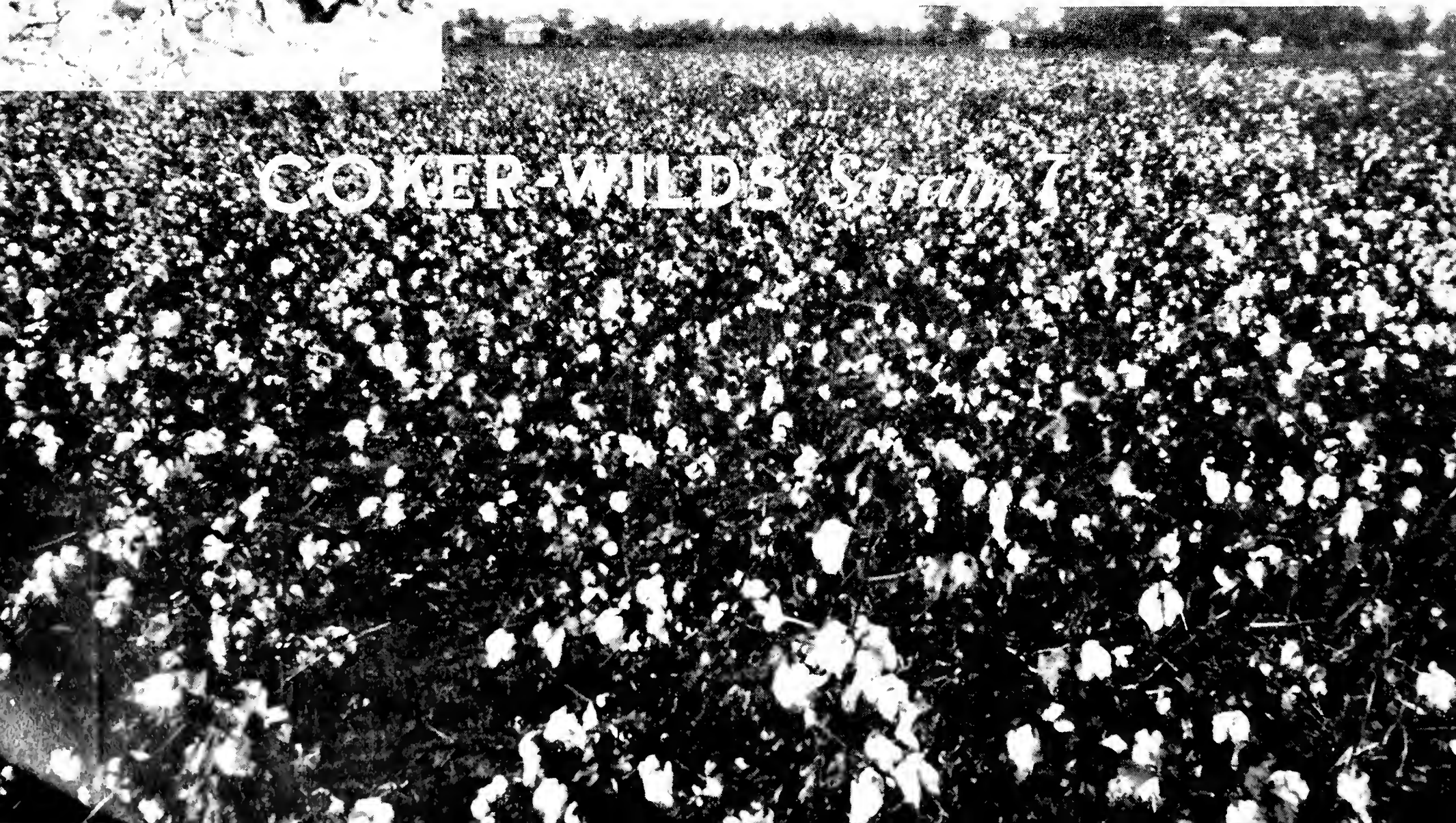
See next page for results of advance test on Wilds No. 7, made by one of the Delta's largest planters.



TOP—Wild's 7, Fruits and Fluffs like a short cotton.

CENTER—Newest strains of Wilds—G. J. Wilds, Jr. and Wilds No. 7.

BELOW—This Coahoma County (Miss.) field of Wilds No. 6, illustrates the fruitfulness and yield of Wilds No. 7.



COKER-WILDS Strain 7

COKER-WILDS *Semi-Wilt*



COKER- WILDS SEMI-WILT STRAIN 2

A New Long Staple Variety
for Wilt Lands



Strain 1 of Coker-Wilds Semi-Wilt was offered to our customers for the first time last spring. Many of the farmers who planted it have reported splendid yield of $1\frac{3}{16}$ " to $1\frac{1}{4}$ " cotton on badly infested wilt soils. Here is what Mr. H. D. King, McBee, South Carolina, says:

"35 acres of Wilds Semi-Wilt planted on wilt land made 36 bales. Staple was good and sold for $14\frac{1}{4}$ to 15 cents."

Customer Report on Wilds Strain 7

W. B. Swain, Inc., Hollyknowe, Mississippi—"We planted $\frac{1}{8}$ -acre with the [Wilds 7] seed sent us from which we picked 378 lbs. of seed cotton. [Average of 3,000 lbs. of seed cotton, 1,000 lbs. of lint per acre] . . . the plants seem to be smaller than the older Strains and much closer fruited."

"Highly Pleased with Wilds Semi-Wilt"

Mr. T. W. Wilkes, Lamar, S. C.—"Purchased five bushels Coker-Wilds Strain 1 Semi-Wilt with which I was highly pleased. The production was good and no cotton died—1,500 pounds per acre, 32% lint."

Coker-Wilds Semi-Wilt Strain 2 is a decided improvement on Strain 1, having *bigger, rounder bolls; averages $2\frac{1}{2}\%$ higher lint turnout.* It makes a semi-dwarf stalk (similar to Wilds Strain 4), fluffs out like short cotton and gins nicely. Is extremely early—Staple $1\frac{1}{4}$ " to $1\frac{5}{16}$ " under good conditions. Wilt resistance, good—less than 1% loss from wilt this year.

15 bales of Wilds Semi-Wilt Strain 2 cotton brought better than 20 cents per pound last fall.

PRICE: \$15.00 per 100 pound bag.

NOTE: Coker-Wilds Semi-Wilt Strain 2 seed are of standard (80% or better) germination.



BOLL WEEVIL CONTROL—IS IT FEASIBLE AND PROFITABLE?

We began studying the boll weevil long before it arrived in this section. We followed the government recommendations for control as soon as the weevil reached Hartsville, and found most of them not only inefficient but damaging. We were forced to try other methods of control and have worked out a system which is fairly satisfactory and which usually gives excellent results. The best proof is that we are averaging more cotton per acre than we did before the weevil arrived.

Briefly our method consists in:

1. The use of quick fruiting, early maturing, high yielding, good stapled varieties.

2. Fertilization with adequate amounts of phosphoric acid, potash and ammonia to further hasten early maturity and quick fruitage.

3. Checking the fields, and especially the fields near good hibernation quarters, just before first small squares appear, and wherever over-wintered weevils are present application to the young plants of a mixture of one pound of calcium arsenate, one gallon of water, one gallon molasses with small cloth

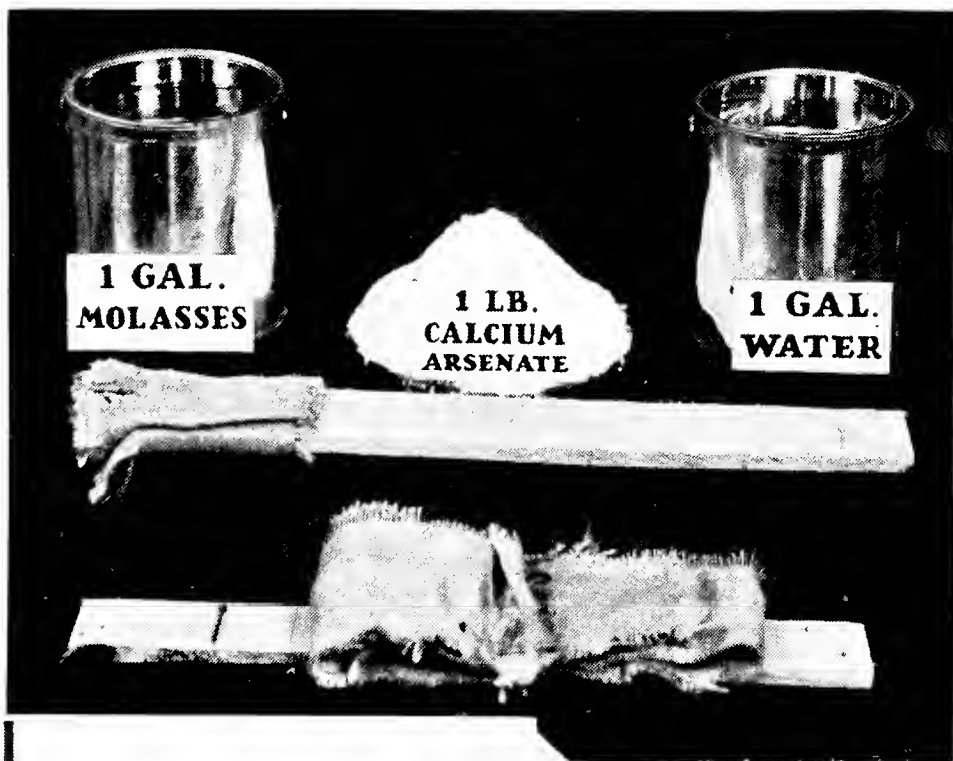
mop, repeating twice at five- to seven-day intervals. We do this in dry warm weather and within thirty-six hours all old weevils present on cotton are killed, thus delaying and greatly reducing the early infestation. We clean up and burn ditch banks and field margins.

4. Later on we check over fields to find any focus of later infestation and pick punctured squares from these areas which are usually quite small.

This method usually results in carrying our cotton well into August without serious damage and a satisfactory crop.

The materials for three weevil poisonings usually cost about 50¢ per acre. We believe that this method returns far more than its cost every year, and in bad weevil years is responsible for an extra one-fifth to one-third bale per acre. We recommend the use of this method every year in all areas covered by weevils because it is cheap, simple, will not poison the soil, and does not destroy plant lice enemies. Furthermore, it furnishes valuable and, to us, indispensable crop insurance against severe weevil damage.

The southern cotton industry is threatened because cotton substitutes, rayon, etc., are rapidly increasing and becoming cheaper; cotton production in foreign countries is increasing and world trade balances and demand do not afford adequate export markets. Lower tariffs on materials essential for cotton production would help. Greater yields and better quality on the acreage planted would greatly help the cost of production. A continued restriction in acreage so that the crop may be kept down to consumptive demands and the price kept above cost of production is necessary.



Left Top—Here is All the Materials You'll Need. No Expensive Machinery Required.

Left Bottom—Keep the Mixture Thoroughly Stirred—Otherwise the Arsenate Will Settle to the Bottom.

Center Bottom—Properly Supervised These Small Boys do a Good poisoning Job.

Center Right—One of These Hands Can Poison Four to Five Acres of Cotton Per Day.

Other Varieties at Moderate Prices for General Planting

PEDIGREED COKER-FOSTER STRAIN 6

**An Extremely Early, Open Type, Thin
Foliage Cotton**

Our Pedigreed Coker-Foster Strain 6 is admirably adapted to planting in soil of high fertility. In such soil, where there is a tendency to grow too much weed at the expense of fruit, this strain will greatly increase the production on account of its thin foliage and dwarf type of growth. This is a thoroughly reliable, safe type of cotton to grow under any conditions. Because of its early maturity, it serves particularly well in sections where boll weevil damage is heavy.

WHAT A GROWER SAYS

Dr. Luther Davis, Chatfield, Arkansas—
“During the year 1934 I planted a crop of 450 acres of your Foster No. 6. I produced 598 pounds of lint cotton per acre. In 1935 I planted 488 acres of your Foster No. 6 and produced 515 pounds of lint cotton per acre. The staple was $1\frac{5}{32}$ ”.

CHARACTERISTICS

The plant is very open in type, low spreading, with long slender fruiting branches and small, deeply lobed leaves. It matures very early. Bolls are long ovate, slightly pointed, averaging 68 to 70 to pound. Opening: good, wide and fluffy. Picking quality: good. Staple: $1\frac{1}{8}$ ” to $1\frac{3}{16}$ ”. Lint Per Cent: 35% to 36%. Character: good.

PRICE: \$6.00 per 100 lb. bag, \$110.00 per ton.

NOTE: Coker-Foster Strain 6 seed are of standard (80% or better) germination.

COKER-FOSTER STRAIN 4

A Good Long Staple Cotton for Rich Lands

Our Coker-Foster Strain 4 is very similar in type and appearance to Strain 6. Its staple length is slightly longer, usually averaging $1\frac{3}{16}$ ” to $1\frac{1}{4}$ ”. It is very open growing and has extremely small leaves, making it an ideal staple cotton for fertile soil. It utilizes the richness of the land to produce bolls rather than stalk.

Price: \$6.00 per 100 lb. bag, \$110.00 per ton.

NOTE: Coker-Foster Strain 4 seed are of standard (80% or better) germination.

COKER-WILDS SEMI-WILT STRAIN 1

Wilds Semi-Wilt has been bred for long staple cotton growers who have been forced to change to shorter varieties because of their soils becoming infested with wilt.

Wilds Semi-Wilt was bred to fill this need and we have received many favorable reports on its yield, staple and wilt resistance.

Its lint “turnout” is a little low (about $2\frac{1}{2}$ % less than Wilds) but it is a good yielder, is early and its staple usually commands a nice premium.

Price: \$7.50 per 100 lb. bag, \$140.00 per ton.

NOTE: Coker-Wilds Semi-Wilt Strain 1 seed are of standard (80% or better) germination.

COKER-WILDS STRAIN 4

McGee, Dean & Company, the South's largest producers of long staple, high quality cotton, are much pleased with the results from their Wilds No. 4 cotton. It is well suited for their rich, fertile Mississippi Delta soil, producing a semi-dwarf, open type stalk and splendid yields of excellent characterized cotton. Under fair conditions of weather and soil it produces a high percentage of $1\frac{1}{4}$ ” and longer cotton which has brought good premiums during the past fall the better grades in some cases more than 20 cents per pound.

DESCRIPTION

STAPLE— $1\frac{1}{4}$ in. to $1\frac{5}{16}$ in. (under good conditions).

LINT PER CENT—33% to 34.5%.

PRODUCTION—Good.

STALK—Semi-dwarf, spreading, open.

STORM RESISTANCE—Excellent.

LEAVES—Hairy, resistant to “hopper” damage.

PICKING QUALITY—Good.

BOLLS—Very large, 58 to 60 to lb.

SEASON—Extremely early, as early as many short cottons.

PRICE: \$6.00 per 100 lb. bag, \$110.00 per ton.

Germination, Standard.

COKER-WILDS NO. 3

An Old Reliable Strain of Wilds

A productive, big balled, medium early strain of Wilds. Makes good weed—fine for medium to light soils; good for rich land when given distance. Makes $1\frac{1}{4}$ ” and longer staple under good conditions. Seed carried over from previous season, thoroughly cured out and of high vitality.

PRICE: \$6.00 per 100 lb. bag, \$110.00 per ton.
Germination, standard.



Manager E. C. Baker, of our Marlboro Farm, proudly exhibits some fine ears of Ellis corn he grew last season—the bulk of our seed comes from that crop.

COKER'S PEDIGREED ELLIS CORN

"An Excellent Corn for Poor Lands—Better for Rich"

It makes more corn on thin soils than any other variety we know of. Yields with the best on stiff soils. Is safe because it stands drouths and resists weevils. Good and hard—makes fine meal.

DESCRIPTION

PLANT—Low and stocky, ears set very low.

EARS—Usually one, sometimes two per stalk, 7 inches to 9 inches long and about $2\frac{1}{4}$ inches in diameter, mostly 16 and 18 rowed.

COBS—Generally white, few red.

GRAINS—A dimple dent, white or cream colored, deep, hard, flinty.

WEEVIL RESISTANCE—Very Good.

DROUTH RESISTANCE—Its dwarf habit helps it make corn in spite of drouths.

SEASON—130 to 150 days. Makes beautiful straight rowed ears, remarkably free from weevils and rot.

Price: \$5.00 per bushel, \$4.50 per bushel in five bushel lots.

COKER'S PEDIGREED GARRICK CORN

"Good for Seed and Silage"

Vigorous grower, 8 to 10 feet tall under average field conditions. When well manured on fairly good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet. Has produced as high as 20 tons of silage per acre on our farms. Hard, flinty, white grains, white cobs, excellent for home use or milling purposes. Prolific two and three ears.

DESCRIPTION

SEASON—Medium to late.

COB—White.

GRAIN—White, flinty, medium deep.

PROLIFICACY—Two and three ears; usually two.

WEEVIL RESISTANCE—Very good.

STALK—Vigorous grower.

Price: \$5.00 per bushel, \$4.50 per bushel in five bushel lots.

See next page for description of yellow corn.

● Photo on Left—Coker's Ellis corn growing on fertile land. Note well developed ears. Photo Below—Here is how a twenty ton per acre silage field of Garrick corn looks.



COKER 31-9 SOYBEANS

A Valuable New Shatter Resistant Soybean Bred from a Cross of Mammoth Yellow and Laredo.

Coker 31-9 makes a beautiful yellow bean, about one-half the size of Mammoth Yellow. It is especially recommended for maximum production of beans. Grows very erect, which combined with its shatter resistance makes it an ideal bean for harvesting with combine. It is the most shatter resistant bean we know of.

Price: \$5.00 per bushel, \$4.50 per bushel in ten bushel lots.

COKER 31-15 SOYBEANS

A New Soybean for Hay—Bred from a Laredo Ootootan Cross

Coker 31-15 is the best Soybean for hay that we have ever bred or tested. It makes a fine, erect, viny growth—much better than Ootootan. The small tender stems make palatable hay or may be combined with minimum damage to your machinery.

It produces a beautiful black bean, slightly larger than Ootootan, is extremely early and can be profitably grown after oats. Shatter resistance much better than most varieties.

Price: \$5.00 per bushel, \$4.50 per bushel in ten bushel lots.

GOOD'S GOLDEN (YELLOW) CORN

The heaviest yielding, most reliable, yellow corn we know of—offered two years from breeder. We are continually improving this variety in color, depth of grain, quality and yield by careful mass selection.

Price: \$3.50 per bushel, \$3.00 per bushel in five bushel lots.

TOP—J. F. Clyburn, our Farm Manager, examining a field of 31-9 Soybeans. Note erect growth and shatter resistance.

CENTER—This difference in shatter resistance can be easily seen.

BOTTOM—This field of 31-15 Soybeans averaged nearly 2½ tons hay per acre.





NEW COTTONS *for* 1936-7

**A NEW COKER COTTON—UNNAMED—TO BE OFFERED
IN FALL OF 1936 FOR 1937 PLANTING**



A wonderful cotton for the delta or any rich to moderately rich (not thirsty) land, ideal for any section where too much growth is a factor. It is not wilt resistant.

It is the most productive cotton that we have ever bred or tested. It led our main 1934 variety test both in pounds of seed cotton and lint (922 lbs.) per acre. It led all cottons in 1935 Pee Dee Experiment Station test, Florence, South Carolina, where it picked out 1171.7 lbs. seed cotton on August 20th.

In another test in which this new cotton was used as a check—the net average lint on all checks was 975.3 pounds per acre.

We want you to see this cotton next season in our tests and increase fields. You will be impressed by its fruitfulness and many desirable qualities.



A NEW COTTON FOR 1936 FARM RELIEF STRAIN 4

Better—"Tougher"—Bigger Yields

Our visitors last summer booked a large proportion of this strain but we still have a few hundred bags of this newest improved Farm Relief cotton. It is very similar in appearance and type—coming from the best plant of Farm Relief Strain 3. It has all the good qualities of Strain 3—including "toughness" (ability to stand bad weather) and a better record for "making money." It is a little longer and more productive.

These seed germinate 75% or better and the price is \$14.00 per 100 lb. bag (which allows a \$1.00 discount to take care of this slight deficiency in germination).



1936 SEASON--PRICE LIST AND ORDER BLANK

Date.....1936

Name.....

SHIP BY
FREIGHT ()

Address.....

R. F. D.,
No.....

EXPRESS ()

Shipping
Date.....

PARCEL
POST ()

Ship Seed To.....

No. 100 lb. Bags	Variety	Germination Test	Price Per Bag	Price Per Ton	Amount	
	Farm Relief Strain 4	75% or Above	\$14.00	\$265.00		
	Farm Relief Strain 3	Standard (80% or Above)	10.00	190.00		
	Farm Relief Strain 3	75% or Above	9.25	175.00		
	Coker-Clevewilt Strain 5	Standard	10.00	190.00		
	Coker-Clevewilt Strain 5	60% or Above	7.50	140.00		
	Coker-Cleveland 5 Str. 7 ("Coker 5"—New Strain)	Standard	10.00	190.00		
	Coker-Wilds Semi-Wilt Str. 2	Standard	15.00	285.00		
	Coker-Wilds Semi-Wilt Str. 1	Standard	7.50	140.00		
	Coker-Wilds No. 7	75% or Above	9.25	175.00		
	Coker-Wilds No. 4	Standard	6.00	110.00		
	Coker-Wilds No. 3	Standard	5.00	95.00		
	Coker-Foster Str. 6	Standard	6.00	110.00		
	Coker-Foster Str. 4	Standard	6.00	110.00		
No. Bus.	Variety	Price Per Pk.	Price Per Bu.	Price Per Bu. (5 bu. lots)		
	Ellis Corn (White)	\$1.50	\$5.00	\$4.50		
	Garrick Corn (White)	1.50	5.00	4.50		
	Good's Golden Corn (Yellow) (2nd Year from Breeder)	1.25	3.50	3.00		
	Coker 31-9 Soybeans	1.50	5.00	4.50		
	Coker 31-15 Soybeans	1.50	5.00	4.50		
TOTAL						

All Cottonseed Bagged in 100 Pound Bags. Prices Cottonseed F. O. B. Hartsville, S. C.: Freight Equalized with Memphis, Tenn., or Atlanta, Ga., whichever is nearest you.

COKER'S PEDIGREED SEED COMPANY

David R. Coker, President
HARTSVILLE, SOUTH CAROLINA

1938 REASON-RIDGE LET AND ORDER PLANT TEL (419) 404-2322 8891

OATS—"WEATHER" OR NO

Our farmer friends now demand cold resistance and smut resistance combined with high production. We are proud that we have been able to produce three excellent varieties that combine such qualities.

While gratified, we are not satisfied and are not resting on our laurels. To be convinced of this you should come to Hartsville this spring around the middle of May. Here you will see hundreds of new strains of cold and smut resistant oats in head-to-row, plant-to-row and variety tests, $\frac{1}{4}$ -acre blocks and

larger fields. You will see many new oats coming from new crosses of various Norton strains and Fulghum x Navarro strains with such a wealth of new material, the possibilities of new and more valuable strains is evident to any observer.

These strains have survived the worst possible smut inoculation and have come through clean. They have stood the low temperatures of 1933 without damage. They have surpassed in yield the older strains. In these you can find an oat to fill any need.

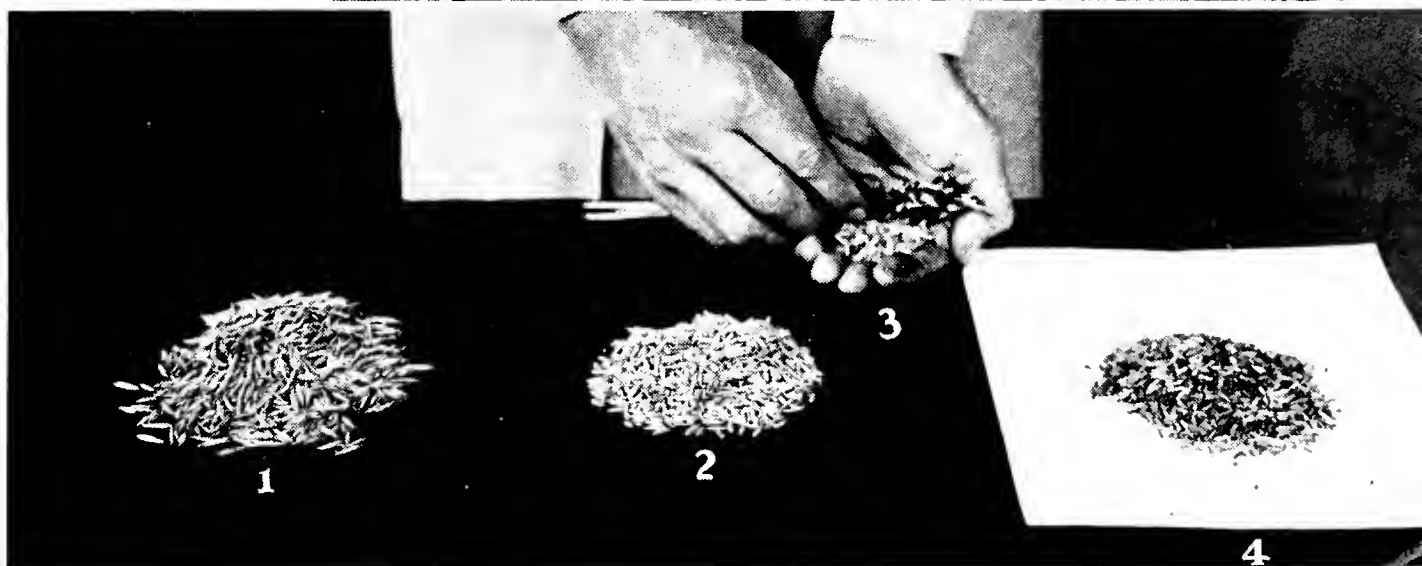
Rust, cold, smut resistance, production. To get an oat to fill all needs of the southern grower we have but to add more rust resistance to the cold and smut resistance of our present highly productive strains.

To accomplish this we are crossing Coker Fulgrain, 33-47 or 32-1 oats and others that have cold resistance, smut resistance and high production, on highly rust resistant South American varieties and others. We will then select, breed, test and eliminate on yield, smut and rust resistance, until strains are found that combine all qualities desired.

It is not simple or easy because many highly rust resistant varieties as Alber, Capa, Common Red, Victoria and Bond, while having high rust resistance and smut resistance, have many objectionable characters which must be bred out of the crosses in order to produce an oat that combines only the good characters of both parents.

Realizing the magnitude of the undertaking we have in plant-to-rows and head-to-rows this season thousands of selections coming from such crosses. We want you to see this work. As one eminent college professor termed, "it is a veritable plant breeders paradise." Here you can see 11,094 head and plant selections of oats in test, 332 varieties and strains of oats in variety smut tests, 52 strains in $\frac{1}{4}$ to 1 acre blocks, 6 strains in large increase, a cold test and a rate of seeding test. Also a striking new cold and smut resistant oat to be offered the coming season, growing under field conditions. Also 182 inbred strains of rye, 41 varieties of wheat in test and 4,043 hybrid wheat selections in head-to-rows.

Over 25,000 test rows are devoted to our small grain breeding work. We want you to come and see this great work that can add so much to the profits of Southern Agriculture. You can see nothing like it anywhere else in the South.



TOP—Right Breeding for Rust Resistance.

CENTER—Increase Plots.

BOTTOM—Smut Resistance.

IMPORTANT NOTICES

The following cottons being new Strains offered for the first time this spring (1936) are sold under our "Protection Plan."

Farm Relief Strain 4, Coker-Clevewilt Strain 5, Coker-Cleveland 5 Strain 7, Coker-Wilds Strain 7, Coker-Wilds Semi-Wilt Strain 2.

OUR PROTECTION PLAN

Certificate of Purchase, guaranteeing the date of purchase, amount and variety, will be furnished to each customer who buys 100 pounds or more of these cotton seed. At the end of the selling season, we will send to any customer requesting it, a list of all buyers in his County of the particular Strain or variety of cotton that he purchased.

Because of our recent discovery of two new and very deadly types of cotton wilt (which raises the presumption that there may be other types yet undiscovered), we can make no guarantee as to the performance of our wilt resistant cottons on wilt infested soils.

HOW GROWING CONDITIONS EFFECT YOUR COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

All of our cotton seed are shipped from Hartsville but we will allow freight to Atlanta or Memphis, if these points are nearer your Station.

To any customer ordering seed from us who requests it, we will send free of charge, a packet of our Pedigreed Early Dwarf Okra seed. It is an excellent variety of splendid production, which we ourselves bred.

MR. D. R. COKER'S FAVORITE MEAL OKRA AND TOMATO SOUP FOR 8 PEOPLE

1 quart tender okra	2 onions—sliced
1 quart tomatoes	2 quarts water

A beef bone or other stock.

Boil one hour and serve with crisp hoecake of cornbread.